

Message Text

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PAGE 01 DAMASC 04238 241520Z
ACTION NEA-10

INFO OCT-01 ISO-00 EB-08 COME-00 /019 W
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R 241352Z JUL 78
FM AMEMBASSY DAMASCUS
TO SECSTATE WASHDC 8925
INFO AMEMBASSY AMMAN

LIMITED OFFICIAL USE DAMASCUS 4238

E.O. 11652: N/A
TAGS: BEXP, OTRA, JO, US
SUBJECT: JORDANIAN PLANS TO ESTABLISH INTERNATIONAL INDUSTRIAL
FAIR IN AMMAN

REF: STATE 180324

1. ALTHOUGH EMBASSY DAMASCUS INITIAL REACTION TO PROPOSED
AMMAN INDUSTRIAL FAIR WAS NEGATIVE, ON RECONSIDERATION
AN AMMAN FAIR PROPERLY DONE COULD ACTUALLY IMPROVE PROSPECTS
FOR BOTH FAIRS. THERE WOULD BE SEVERAL REQUIREMENTS,
HOWEVER, TO WIT:

(A) THAT THE AMMAN FAIR BE A SPECIALIZED FAIR WITH A
TIGHT CENTRAL THEME;
(B) THAT THE JORDANIANS CONVINCE THE SYRIAN GOVT EITHER
BY PERSUASION OR EXAMPLE THAT THE DAMASCUS FAIR SHOULD
HAVE A THEME INSTEAD OF THE FREE-FOR-ALL THAT NOW EXISTS;
AND,
(C) THAT THE AMMAN FAIR BE SCHEDULED NO LESS THAN FOUR
MONTHS BEFORE OR AFTER THE DAMASCUS FAIR.

2. IT IS EMBASSY DAMASCUS' EXPERIENCE THAT POTENTIAL
PARTICIPANTS ARE MUCH MORE EASILY RECRUITED TO SINGLE
THEME FAIRS; THE PRINCIPAL OBJECTION TO PARTICIPATION
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BY MOST FIRMS WE SOLICIT IS PRECISELY THAT THE DAMASCUS
FAIR HAS NO CENTRAL THEME. IF THE AMMAN FAIR IS A
SINGLE-THEME FAIR, WE DOUBT IT WOULD AFFECT RECRUITMENT
FOR THE DAMASCUS FAIR. THOUGH IT IS HIGHLY UNLIKELY
ANY U.S. FIRM WOULD BE WILLING TO PARTICIPATE IN BOTH
FAIRS IN THE SAME YEAR, A SINGLE THEME FAIR IN AMMAN
WOULD BE EASY TO RECRUIT AND WOULD, IN A SENSE, SIMPLIFY

RECRUITING FOR THE DAMASCUS FAIR BY DEFINING A SECTOR
WHEREIN WE WOULD NOT SOLICIT PARTICIPATION. FURTHER,
A SUCCESSFUL SINGLE-THEME AMMAN FAIR WOULD HELP THE
EFFORTS OF THOSE SEEKING TO RATIONALIZE THE DAMASCUS
FAIR. IF AMMAN BECOMES A GENERAL FAIR LIKE DAMASCUS,
BOTH FAIRS WOULD BECOME IMPOSSIBLE TO RECRUIT. THE
BEST WE COULD HOPE FOR WOULD BE TO RUN THE FAIR ONE
YEAR IN DAMASCUS AND THE NEXT IN AMMAN, THOUGH BOTH
GOVERNMENTS COULD BE EXPECTED TO PROTEST AGAINST SUCH
ALTERNATE YEAR SCHEDULING.
PELLETREAU

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